



CALPEEK

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35th S.D. UPDATE: ROSS JOHNSON WINS PRIMARY.

Editor's note: With just a 14.6% turnout, former GOP Assembly Leader Ross Johnson defeated his two main Republican rivals in the Mar. 14th special to replace Marian Bergeson in the State Senate. Here's our update & analysis...

...Johnson will meet Demo businesswoman Madelene Arakelian of Balboa in the May 9th runoff. Arakelian's chances of winning are *slim & none*. The 35th S.D. is just too Republican. Johnson got 17,839 or 31.3% of the vote, compared to 14,430 (25.3%) for former Assemblyman Gil Ferguson and 12,571 (22.0%) for Assemblywoman Doris Allen. A very disappointing night for Allen and her CTA/CMA backers, who felt she had a chance of winning...

...Johnson started this race with almost zero name ID in the 35th S.D. and ranked 3rd, far behind both Ferguson and Allen, who have represented the area for years. But Johnson had one thing that neither Ferguson nor Allen had: **a ton of money**. And it wasn't just a case of Johnson rolling in money, but rather the pathetic fundraising abilities of both Ferguson and Allen...

...It's also apparent that Orange Co.'s **good old boy GOP network**, led by State Senators Rob Hurtt and John Lewis, is still a very formidable political machine and tough to beat. Ferguson may be more conservative than many in the network, but he's not a part of it - and neither is Allen. And now both are finished, politically speaking...

...Strategically, Johnson's game plan always viewed Ferguson as the tougher of the two rivals, despite what polling indicted. And so it's likely that Johnson's early attacks on Ferguson (over Gil's contacts with maverick Assemblyman Paul Horcher and Ferguson's running feud with GOP Assembly Leader Jim Brulte) did much

to damage Ferguson's reputation. If one looks at the technical reason for Johnson's win, check the **absentee vote**. It accounted for 6.5% of the total vote. While none of the campaigns generated *huge* numbers of AV ballot requests, it was Johnson's AV chase program conducted by McNally Temple & Assoc. which spelled the difference. The chase program consists of contacting those who request AV ballots either by phone or mail. Johnson's team hit these voters numerous times. Stay tuned...

HORCHER RECALL UPDATE: THE ANDY RAMIREZ STORY.

Editor's note: For a young man who in the past has received very little attention, Mar. 9th was a day Andrew Ramirez won't soon forget. Neither will Demo leaders. Here's our update & analysis about the 60th A.D. recall against Paul Horcher(I-Diamond Bar)...

...The Demo **game plan** these day is to keep Horcher in the CA Assembly -- at all costs. With Horcher, plus 39 Demos, Willie Brown(D) will remain Speaker for some time, because GOP Assembly membership is down to 39, with another vacancy created by the recent primary win of Assemblyman Ross Johnson in the 35th S.D. special. With a hefty warchest, sources feel Horcher has a 50/50 chance of beating the May 16th recall, even though polling indicates most voters want to toss him out for his betrayal of the GOP last Dec. 5, when he voted for Brown over Jim Brulte(R) for Speaker...

...Why the confidence? Because it looks like there could be a very rough battle between the two leading GOP contenders: Barbara Stone and Gary Miller. Republicans in the 60th A.D. are taking sides and it could get nasty. In addition, the powers that be in Sacto have dismantled the main Horcher Recall Cmt., the umbrella group which qualified the effort. Some

{Continued Next Page}

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GOP sources think this is a big mistake, but money is tight and that may be one of the reasons why the umbrella group was let go...

...While these things are not especially good news for the Republicans, Demos aren't happy campers either. And here's where Andrew Ramirez comes in. Young Andy got 32.6% of the vote against Horcher in last year's election and he's got residual name ID. He's the only Demo to file in the recall election. The Demo theory is that if there is even one Demo in the race, it *could* spoil the plan, because highly partisan Demos might vote FOR the recall and then for Ramirez. So Ramirez is viewed as a *wild card*. He's even been quoted in the local papers as saying he might vote for Brulte for Speaker...

...So when he showed up at 4:40 p.m. on Mar. 9th (the last day to file for the recall) there was a crowd of both Demos & GOP staffers on the steps of the County Registrar's office --- ready to greet him. According to Ramirez, the second he hit the steps, one of Speaker Brown's aides handed him a cell phone, with the words, "Someone wants to speak to you." No, it wasn't Willie, but Assemblyman Joe Baca, who urged Ramirez not to run and promised to help him in '96 if he didn't run. The call didn't persuade Ramirez. In a way, this is his payback to Assembly Demos who ignored his requests for help in '94. He doesn't have much money and in fact a friend paid his \$720 filing fee. Will Andy be a factor? Not unless GOPers help him...

...FYI: In addition to Stone, Miller and Ramirez, the other candidates are Royal Meservy(R), Jim Hale(R) and Matt Piazza(Lib). P.S. New State Sen. Richard Mountjoy(R-Arcadia) has officially endorsed Stone. Remember: Mountjoy and Miller *hate each other* and now Miller has backing from Brulte. Are Mountjoy and Brulte on a collision course? YES. Stay tuned...

THE CALIF. CONNECTION: AAPC POLLIE AWARDS.

Editor's note: Here's a listing of the 1995 American Assn. of Political Consultants(AAPC) Pollie Award winners. We've only listed awards for campaigns conducted in Calif. and space limitations prevents us from giving lots of detail...

...Two Californians, George Gorton & Kam Kuwata, won awards for being the *Most Valuable Player in a*

Campaign: Gorton for Wilson's campaign on the GOP side; and Kuwata for Feinstein's campaign on the Demo side. Newt Gingrich and his GOPAC executive director Joe Gaylord won Campaign Manager of the Year...

...**Multiple award winners** from CA included Goddard Clausen/1st Tuesday (one 1st place award - "Harry & Louise" public policy campaign, plus one 3rd place award); Terris & Jaye (two 1st place awards & one 2nd place ribbon); Cavalier & Assoc. (two 1st place awards and one 2nd place award - all dealing with YES on 184); Strategy & Campaign Mgt. Group (one 1st place and one 2nd place award); Wayne Johnson & Assoc. (two 2nd place awards and two 3rd place awards - for TV/radio ads); and the Campaign Performance Group (two 2nd place direct mail awards)...

...Other winners included Solem & Assoc. (one 1st place award); Pacific/West Communications (one 1st place award for TV). Other consulting firms who won awards were Nelson Communications, Sheingold Associates, McNally Temple, and The Primacy Group. Stay tuned...

CAMPAIGN '96: ADDING MORE NAMES TO THE MIX.

Editor's note: Here's another update on who's in and who's out for House & Legislative races in 1996...

☒ **3rd S.D.** - While in DC last week and appearing on C-SPAN, Speaker Willie Brown said that he had 2 political options in '96: S.F. Mayor and 3rd S.D. He seemed to indicate that he'd have little trouble winning the 3rd S.D. seat now held by Milton Marks(D), but CALPEEK sources have some doubts. In a Feb. 9-13 poll, size 600 in the Marin Co. portion of the 3rd S.D. (which makes up 45% of the district), Brown had 95% name ID. But in the favorable vs. unfavorable category, , Brown has some problems. About 10% view him very favorably; 32% somewhat favorably; 13% fair/neutral; 20% somewhat unfavorable; and 22% very unfavorable. Just something to think about...

☒ **39th S.D.** - Senate Demos are keeping close tabs on this district now represented by independent Lucy Killea of San Diego, who is out in '96 because of term limits. Demos are banking on Assemblywoman Dede Alpert of Coronado. Sources tell CALPEEK that GOP Assemblyman Jan Goldsmith(R-Poway) is looking here. We stress *looking*, because Goldsmith's 75th A.D. is

nested in Sen. David Kelley's 37th S.D. --- and other sources think Goldsmith is looking here too. Nothing solid, just rumbles. Another name that's surfaced in the 39th S.D. is that of Dr. John Steel, a Republican who ran for Congress in '94...

☒ **78th A.D.** - Former GOP Assemblywoman Tricia Hunter, who was never a favorite within her own caucus, is making plans to run for Dede Alpert's Assembly seat in 1996. Ditto San Diego Councilman Scott Harvey...

☒ **17th S.D.** - GOP Assemblyman Pete Knight of Palmdale announced a 5 weeks ago he would seek the State Senate seat now held by Don Rogers, who is forced out by term limits in '96. The 17th S.D. is safe GOP turf, but it may not be safe for Knight, who may first have to get by former State Sen. Phil Wyman(R) in a GOP primary. Stay tuned...

POLLING UPDATE: AFFIRMATIVE ACTION & LG.

Editor's note: Here's a brief update on some polling data supplied by Mervin Field and David Binder Research of S.F. These two polls deal with the hot topic of *affirmative action*. A third poll is from Field and deals with the Office of Lt. Governor. Here's our brief update & analysis...

● **Affirmative Action** - The Field Poll was conducted between Feb. 23 and Mar. 1, sample size 725 registered voters. David Binder's survey was done Mar. 2-7, sample size 750 registered voters. Both polls center on the proposed CA Civil Rights Initiative(CCRI), which would end hiring and college admission based on racial and gender preference. CCRI is still being discussed in the State Legislature and hasn't even started its move toward the initiative process as yet. Field's survey finds awareness at a very high 62%. Here are the results, side-by-side...

	<u>Field Poll</u>	<u>Binder</u>
YES	60%	66%
NO	35%	23%
Undecided	5%	11%

...Among ethnic & racial groups, Field's data shows White voters favoring CCRI by a 65% to 29% margin. Binder's survey shows almost the same thing: 68% in favor. But this is the only common point the two sur-

veys share. In Binder's survey, Black voters are evenly split, 49% each, with 2% undecided, while Field's data shows only 42% in favor, 53% against...

...And here's where CCRI gets interesting. Among Hispanic & Asian voters, Binder's research shows them favoring CCRI by a 63% to 29% margin. The Field survey shows the opposite. Among Hispanics, 40% are in favor, but 58% are against; and among Asians, 43% are in favor, while 57% are against...

● **Lt. Governor** - In 1989, Field questioned voter attitudes about the Governor & Lt. Governor running as a team. Back then, 56% said they should run separately, while 37% said they should be a team. Attitudes haven't changed much. The latest Field data shows that 58% want the two to run independent of each other, while 36% like the ticket or team idea...

COUNCILWOMAN CHICK TO ADDRESS PA OFFICERS.

L.A. Councilwoman Laura Chick will address members of the L.A. Public Affairs Officers Assn., 11:30 a.m., Mar. 22, Hotel Inter-Continental, downtown L.A. For info & RSVPs, ☎ Debby Ishihara at (818)777-3591...

WIPA HOSTS 5th L.A. COUNCIL DIST. CANDIDATES.

Women In Public Affairs(WIPA) will host a 5th District L.A. Council candidate forum, 11:30 a.m. reception, 12 noon lunch, Mar. 28, Inter-Continental Hotel, L.A. For info, ☎ Melissa Anderson at (310)496-2257...

59th A.D. UPDATE: HERE'S THE LIST OF CANDIDATES

Editor's note: Here's a brief update on the 59th A.D. special election, set for April 11th to replace Richard Mountjoy(R-Arcadia), now in the State Senate. With all these candidates, a June 6th runoff is possible. Here is the list of candidates...

...**Top tier:** Arcadia Councilman Bob Margett and Duarte Councilwoman Ginny Joyce. **Second tier:** Glendora Councilwoman Lois Shade; former Covina Councilman Chris Lancaster; community college trustee Gary B. Miller (not to be confused with Diamond Bar Councilman Gary Miller, who is running in the 60th A.D. recall); and community college trustee Gary Woods. All these candidates are GOPers. **Third tier:** Jeffrey L. Ruffner, James M. Oghigian and Idris "Ed" Lloyd - again, all GOPers. The lone Demo is Brent A. Decker. Stay tuned...

LACMTA CHIEF WHITE AT L.A. CURRENT AFFAIRS.

Franklin E. White, CEO of the L.A. Co. MTA, will be the featured speaker at the L.A. Current Affairs Forum, 11:30 a.m. reception, 12 noon lunch, Mar. 30, Hyatt Regency Hotel, L.A. For info & RSVPs, ☎ Emma Schafer at (310)445-8862...

CALPEEK's INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

◆ **Curbing Shareholder Lawsuits** - The Alliance to Revitalize Calif. has submitted a third initiative to the AG's office for Title & Summary, this one aimed at discouraging attorneys from filing meritless class action shareholder lawsuits on behalf of what the proponents call "professional plaintiffs." Under this initiative, the loser in such suits will have to pay the winner's attorney's fees and other legal expenses. ARC's other initiatives deal with no fault auto insurance and attorney's contingency fees. FYI: 8 firms have made the cut to handle the Consumer Attorneys of CA campaign chores, should any or all of the initiatives qualify for the CA ballot. Firms who will make a final presentation include: The Goodman Group; Western Internat'l Media; Morris & Carrick; Walsh & Assoc.; Ross Communications; Butcher, Forde & Mollrich; Wayne C. Johnson & Assoc.; and Grunwald, Eskew & Donilon...

◆ **The Legal File** - The CA Supreme Court, in a 4-3 decision, has ruled that the CA Constitution now allows voters to repeal existing taxes via the initiative process. The case was known as Rossi v Brown and stemmed from a 1987 case in S.F., where State Sen. Quentin Kopp qualified an initiative to repeal a utility tax. The initiative won and a lawsuit challenging the measure followed. Up until this decision, it was felt that the CA Constitution prohibited a referendum on statutes or on local laws levying a tax...

◆ **Speaking of the "T" Word** - Voters in Stanislaus Co. (Modesto area) on Mar. 7th approved a 1/8 cent sales tax hike for libraries by a 68.2% margin. Measure C needed a 2/3rds vote. Over 5 years, Measure C will raise about \$4 million. A nice win for Phil Giarrizzo Campaign Consulting...

◆ **Jim Hahn Eyes Supes Race** - Over the past several months, L.A. City Atty. Jim Hahn has been testing the waters, looking at a possible run for L.A. Co. Sup. Deane Dana's seat, which will open up in 1996, when Dana retires. If Hahn's job were to become open, L.A. City Airport Comm. Ted Stein might find the going much easier here than a run against incumbent L.A. Co. DA Gil Garcetti. And indeed, sources tell CALPEEK that at this point Stein would much rather run for City Attorney than for DA...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● Kamer-Singer & Associates has moved to 74 New Montgomery St., Ste. 450, San Francisco, CA 94105. The phone remains (415)512-6800...

● L.A.-based Cerrell Associates has promoted Bernetta K. Reade to VP; and Kari Souza and Monique Moret to Sr. AEs...

● John F. Burns has been named to the newly established position of Director of State Archives & Museum, within the CA Sec. of State's office. Burns has been chief of the archives since 1981...

● Linda Braunschweiger has been appointed Director of Legislation & Asst. Director of Marketing, Multi-Family for the CA Housing Finance Agency...

CALPEEK'S MARKETPLACE NETWORK

● **PUBLIC AFFAIRS:** Major Los Angeles communications firm seeking to hire public affairs representative to monitor and establish local legislation affecting outdoor advertising industry, coordinate media campaigns, and establish relationships with government officials and billboard regulatory agencies. Ideal candidate will hold B.A. degree, with proven expertise in government affairs and media relations; excellent communication and organizational skills; energetic self-starter; computer literate. Send resume to Pam Anderson, VP Public Affairs & Real Estate, Gannett Outdoor, 1731 Workman St., Los Angeles, CA 90031...

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